

Listing of claims:

Claims 1-29 (canceled)

Claim 30 (currently amended): A method of re-transmitting data transmitted over an FM subcarrier, comprising the steps of:

~~adjusting a variable tuning element configured to tune an antenna in response to a scheduled message reception;~~

receiving at a localcast transmitter said the transmitted data;

locally formatting said the transmitted data for local-area wireless transmission;
wherein locally formatting the transmitted data includes encoding the transmitted data at a data encoder when retransmitting using a first transmission speed and bypassing the data encoder when retransmitting using a second transmission speed; and

retransmitting said the locally formatted data from said a localcast transmitter to a local area.

Claim 31 (previously presented): The method of claim 30, wherein the retransmitting said locally formatted data includes retransmitting local content.

Claim 32 (previously presented): The method of claim 30, wherein the retransmitting said locally formatted data includes retransmitting application information.

Claim 33 (previously presented): The method of claim 30, further comprising the steps of:

locally formatting data at a first mobile device; and

retransmitting said locally formatted data from the first mobile device to a second mobile device.

Claims 34-43 (canceled)

Claim 44 (original): The method of claim 30, wherein retransmitting said locally formatted data further comprises retransmitting using a locally-unused FM frequency.

Claim 45 (original): The method of claim 30, wherein locally formatting said transmitted data further comprises setting a desired transmission frequency, transmission mode, and signal power.

Claim 46 (original): The method of claim 30, wherein locally formatting said transmitted data further comprises formatting the transmitted data into baseband samples.

Claim 47 (original): The method of claim 30, wherein locally formatting said transmitted data further comprises adding correlation information to the transmitted data for synchronization.

Claim 48 (original): The method of claim 30, wherein locally formatting said transmitted data further comprises interleaving the transmitted data into segments.

Claim 49 (original): The method of claim 30, wherein locally formatting said transmitted data further comprises generating an FM frequency output from the transmitted data.

Claim 50 (currently amended): a method, comprising:

- adjusting a variable tuning element configured to tune an antenna in response to a scheduled message reception;
- receiving at a localcast transmitter broadcast data over an FM subcarrier;
- locally formatting the broadcast data for local-area wireless transmission,
including encoding the broadcast data at a data encoder when the locally formatted data is to be retransmitted using a first transmission speed mode and bypassing the data encoder when the locally formatted data is to be retransmitted using a second transmission speed mode; and
- retransmitting the locally formatted data from the localcast transmitter to a mobile device.

Claim 51 (previously presented): The method of claim 50, wherein the retransmitting the locally formatted data includes retransmitting local content.

Claim 52 (previously presented): The method of claim 50, wherein the retransmitting said locally formatted data includes retransmitting application information.

Claim 53 (original): The method of claim 50, wherein retransmitting the locally formatted data further comprises receiving said locally formatted data at a first mobile device and retransmitting the locally formatted data from the first mobile device to a second mobile device.

Claim 54 (original): The method of claim 53, wherein the locally formatted data is retransmitted from the first mobile device to a second mobile device when the first mobile device is in a localcast mode.

Claim 55 (original): The method of claim 53, wherein the locally formatted data is retransmitted from the first mobile device to a second mobile device when the second mobile device is in a localcast mode.

Claim 56 (currently amended): An apparatus for re-broadcasting data transmitted over an FM subcarrier, comprising:

- an antenna assembly configured to be tuned in response to a scheduled message reception;

- a broadcast transmitter that is arranged to broadcast data over the FM subcarrier;

- a localcast transmitter that is arranged to receive the broadcast data and locally format the broadcast data for local-area wireless transmission, including encoding the broadcast data at a data encoder before the localcast transmitter transmits the locally formatted data using a first transmission speed mode, and bypassing the data encoder when the localcast transmitter transmits the locally formatted data in a second transmission speed mode; and

- a mobile device that is arranged to receive the locally formatted data.

Claim 57 (original): The apparatus of claim 56, wherein the mobile device is further arranged to re-broadcast the locally formatted data to additional mobile devices over a locally unused FM frequency.

Claim 58 (previously presented): The apparatus of claim 56, wherein the localcast transmitter is further arranged to broadcast at least one of local content information and application information.

Claim 59 (original): The apparatus of claim 56, wherein the mobile device is further arranged to operate in at least one of a broadcast mode and a localcast mode, wherein the mobile device receives the data broadcast over the FM subcarrier when the mobile device is in the broadcast mode, and the mobile device receives the locally formatted data when the mobile device is in the localcast mode.